



Eurobank takes employer branding to new heights

The challenge: Navigating business growth and digital transformation

In today's fast-paced environment, Eurobank was determined to stay on top and set off on a journey that would reach three key milestones – create a platform to strengthen its employer brand, find and hire the right talent, and upskill its current workforce.

The solution: There's a LinkedIn tool for everything business.

Eurobank started by building its LinkedIn profile to communicate news, financial reports, innovative products and services, etc. The company also used LinkedIn Recruiter to create talent pipelines and find potential 'pioneers' at all levels. All these efforts to attract and hire the right talent were matched with a campaign to retain and grow current talent.

Through LinkedIn Learning, the company gave employees opportunities to discover the platform's potential through use of learning paths for high demand skills and coverage of developmental needs as well as through content curation within major upskilling learning initiatives. One such initiative, the Digital Accelerator, recorded more than 520K of learning hours, making it the most successful and strategic initiative in Eurobank's recent learning history.

Financial | 10,001+ employees

Goal: Build a unique community in the banking sector, strengthened employer brand, and empowered employees with upskilling opportunities

“Niche talent attraction and inclusive upskilling fuel our business strategy, enable the growth of our people, and serve our 'Prosperity needs pioneers' purpose. Thank you, LinkedIn!”



Golfo Agapitou,
Head of People Talents, Deputy General Manager
Eurobank.



264k

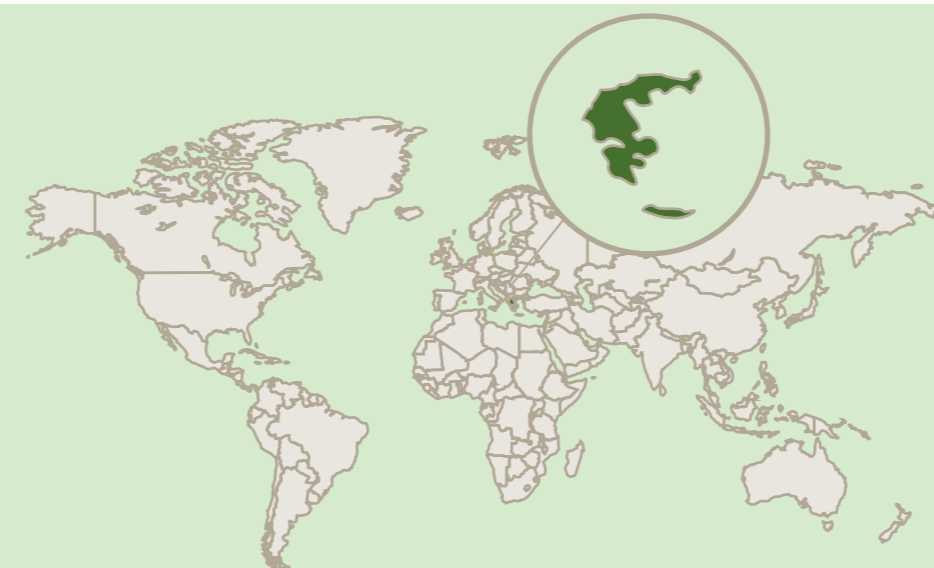
LinkedIn Learning courses completed in 2022

#1

engagement rate in banking sector

23%

increase in job visibility YoY



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“ By skillfully utilizing platform-exclusive content and fostering a culture of daily LinkedIn engagement, we galvanized both our internal and external communities to form strong connections with the brand and amplify our core values and initiatives. This strategic approach led to Eurobank becoming the preeminent and most engaging page within Greece's banking sector, successfully resonating with its target audiences.”



Nikolas Papagiannopoulos
Head of Social Media and Digital Engagement
Eurobank

“ One of the biggest challenges we faced recently was rebranding. LinkedIn was one of the most powerful tools to strengthen our brand and communicate our purpose and values to external audiences.”



Gerasimos Barbetas
Head of Corporate Communications
Eurobank



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